Atty. Dkt. No. NETS0085

## REMARKS

Applicant respectfully requests the consideration of the following remarks. Claims 1, 3, 5-25 are pending in the application.

## 35 U.S.C. § 103 Rejection

Claims 1, 3, 5-25 were rejected under 35 U.S.C. §103 (a) as being unpatentable over Pricescan.com (PTO-892, Ref U) in view of <u>Giovannoli</u> U.S. Patent No. 5,758,328. Applicant respectfully submits that the claims 1, 3, 5-25 in the instant application are not obvious over Pricescan.com (PTO-892, Ref U) in view of <u>Giovannoli</u> U.S. Patent No. 5,758,328.

Pricescan.com (PTO-892, Ref U) relates to a method and system providing price and product information by online shopping vendors. On page 4 in FAQ section, the question "does a vendor need to have a web site to be included in the shopping guide?" provides information regarding vendors who do not necessarily have a web site but are able to provide price information to Pricescan.com. However, for these kinds of vendors who do not have web sites but are capable of providing price information are not necessarily considered as offsite vendors, as Examiner suggested in the Office Action. Although under most circumstances, almost all offline vendors do not provide price information via web site. However, those vendors included in the question on Pricescan.com who do not have a web site but provide price information to Pricescan.com are still considered online vendors because they are able to provide information to online entity such Pricescan.com.

Therefore, Pricescan.com does not teach or suggest the method, apparatus and a computer readable medium claimed in this instant application, where an offline vendor is considered.

In contrast, Claim 1 of the instant application claims a method for providing an integrated electronic list of providers that comprises the steps of determining at least one online provider for an item; determining at least one offline provider for the item; and integrating the at least one online provider with the at least one offline provider to provide an integrated list of providers for the item.

Similarly, <u>Giovannoli</u> U.S. Patent No. 5,758,328 discloses a computerized system for forming a computer based communications network of network members inclusive of network buyers and or network vendors for processing requests for

Atty. Dkt. No. NETS0085

quotation for goods and services through at least one central processing unit including operating system software for controlling the central processing unit.

Giovannoli U.S. Patent No. 5,758,328 does not teach or suggest a method for providing an integrated electronic list of providers that comprises the steps of determining at least one online provider for an item; determining at least one offline provider for the item; and integrating the at least one online provider with the at least one offline provider to provide an integrated list of providers for the item.

Other claims depend from claims 1, 11 and 21.

Therefore, Applicant respectfully submits that the claims 1, 3, 5-25 in the instant application are not obvious over Pricescan.com (PTO-892, Ref U) in view of <u>Giovannoli</u> U.S. Patent No. 5,758,328.

Thus, Applicant respectfully requests the withdrawal of the rejection under 35 U.S.C. § 103 (a).

Atty. Dkt. No. NETS0085

## SUMMARY

Claims 1,3, 5-25 are pending. No new matter has been added. Applicant respectfully submits that, in view of the amendments and discussion set forth herein, the pending claims are patentable over the prior art.

The examiner is invited to call Ivy Mei at 650-474-8400 to discuss the pending claims.

The Commissioner is hereby authorized to charge any additional fees due or credit any overpayment to Deposit Account No. 07-1445.

If there are any questions regarding this correspondence, please contact the undersigned at 650-474-8400.

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Dated	1/20/20V	John

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